

I think that cell phone companies should be required to include their fees in their stated prices. With all the taxes and fees, my boyfriend and I end up paying about \$130 per month for a Sprint cell plan advertised as "only" \$105. The sales tax in our state is 6%, but on the cell phone, the taxes and fees add up to 24%! It's impossible to comparison shop because all the companies give their "competitive low prices" and hide their fees, so you think you're getting a great deal, but you find out once you sign that the total price is much higher than expected. This is especially difficult for low-income families on tight budgets - you may budget for a \$30/month plan, but you wind up paying \$50. It's also hard to find out what these fees are before you sign up because the sales reps don't talk about them until you are ready to buy and it's hard to back out. I understand that a company needs to charge enough for their products to cover costs and make a reasonable profit, but that should all be included in the \_cost\_ of the cell plan. It's unfair to the consumer to set the prices artificially low, then inflate them with surcharges and fees ranging from a \$1 every month to outrageous \$30-\$40 set up fees just to activate a cell phone. These companies charge consumers money to buy their products. It's like going to the grocery store because they advertise the lowest prices in town, and then being told you have to pay \$2 to use the checkout machine to buy your groceries, instead of the store adding a few cents to the price of each item. Anyway, I think forcing cell phone companies (and airlines and Ticketmaster (who charges you a fee to pay with cash, or with credit, or online, or in-person, etc) while we're at it) to include all their hidden charges in their package price would be great for consumers. Please act soon, before it's time for us to get a new plan! :)